

# Customer Success Story

## *Newton Labs Finds Success in Mobile Business with SiteLINK*

The search for good health knows no season and for many consumers Homeopathic remedies are an increasingly important part of their lives. Longtime Freestyle Software customer, Newton Labs is a pioneer in the research and production of Homeopathic remedies in the United States. Founded by Dr. Luc Chaltin, a leader in the field of clinical homeopathy, Newton Labs continues to earn the trust and respect of its customers and the industry. Newton excels in

remedies that are designed to treat root causes of ailments and to minimize interactions. Newton Labs has been the leader in this space since their inception in 1987.

More than just a homeopathic manufacturer, they provide courses and training, giving health professionals the ability to confidently recommend to their patient's products that improve health and lifestyle as well as educating the public on the benefits of Homeopathic remedies.

Freestyle Software and Newton have worked together since 1999, the company was looking for an order and inventory management system to help their ever growing and evolving business. They knew that the first step would be to implement M.O.M. (Multichannel Order Manager) to help them tie in their order and inventory management system to their day to day operation. With the success of M.O.M. Newton became a SiteLINK Commerce Cart user in 2011 and began to take advantage of the tight integration of the combined solution with all product data housed in one seamless system.

"We liked how seamless the integration was between Multichannel Order Manager and SiteLINK, it was a no brainer for us to switch over," Maurine McCleskey stated. "We wanted to make sure we had a tightly integrated system and to do that, we knew a switch to SiteLINK was a necessity."



<http://www.newtonlabs.net/>

Natural Medicines

Founded in 1987

Freestyle Solutions Software used:

**Freestyle** M.O.M.®

**SiteLINK**®  
eCommerce



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## Business Challenge

Over time, trends and their customer's shopping preferences changed, their customers were turning toward increased use of mobile devices for shopping and Newton felt they had to respond. When the latest version of SiteLINK became available, they knew that one thing they had to take advantage of was the enhanced mobile templates and Responsive Design protocols.

"We had to go with the times," McCleskey said. "We knew where our customers were headed, we could either follow with them or stay behind. We chose to follow."

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*-Maurine McCleskey, Newton Labs*



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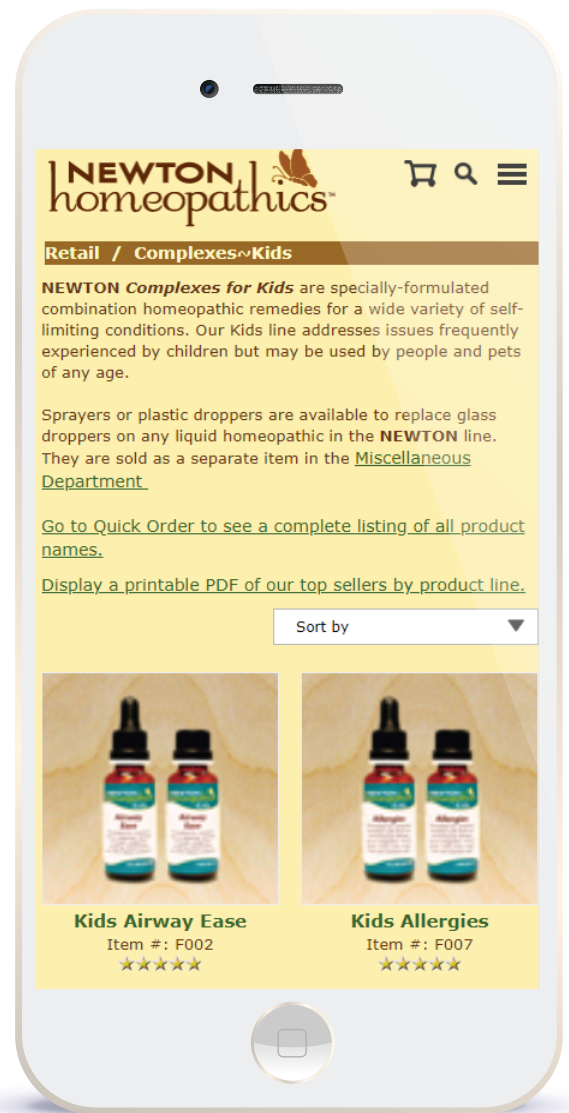
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## The Solution

They contacted Freestyle Software and upgraded their Multichannel Order Manager software as well as SiteLINK eCommerce to their latest versions respectively. They also hired an outside agency that would help them make their transition to a mobile friendly site and to implement a new design that would display their products more effectively. The designer and Newton teams worked well with the SiteLINK team to ensure an efficient and timely transition.

"The SiteLINK staff helped us each step of the way, making sure we had everything we needed to make this transition a successful one," McCleskey stated.

They also focused on ways to improve the customer experience on their site specially to ensure that the performance and responsiveness on their new website would be acceptable to all users



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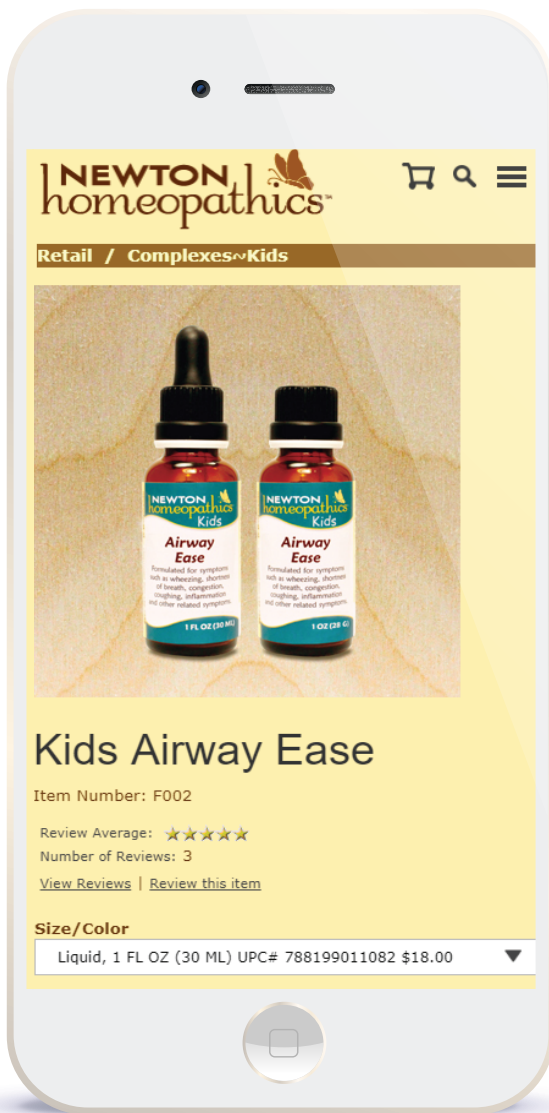




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***"We as a company are excited to see what the future holds and are very excited to be working with a company like Freestyle that shares that same vision as us"***

*-Maurine McCleskey, **Newton Labs***

## The Results

With the changes made to their website, they noticed some impressive results, particularly on their mobile business.

They've seen it jump to 25% of all their volume and climbing, with the improvement coming from the improved speed of the site allowing users to make their purchases quickly and efficiently. They also gained benefit in other areas with the ability to publish new products and updates to the site much faster. The changes also allowed Newton to better differentiate their Professional line and to add new products and sizes.

They can now focus on other areas to help grow their business. They're looking at how to become listed on Amazon, to tap a growing market that they aren't currently involved with. They're using some of the new features

SiteLINK has to offer, like downloadable products, to make their training and course material available digitally, giving health professionals another way to access product information and to become advocates of their product line.

"We're proud of what initial changes were made to our website, allowing us to see an immediate impact," said McCleskey.

